

## ABSTRACT OF THE DISCLOSURE

The transmission of information during ad click-through is disclosed. In one embodiment, a computer-implemented method selects an ad to be displayed on a web page, as one of a plurality of ads within a current cluster in which each of the ad has a probability to be selected. The method displays the ad on the web page, and then detects activation – for example, click-through – of the displayed ad. The method transmits information to an entity associated with the ad, such as an advertiser, upon detecting click-through or other activation of the ad. In one embodiment, the information transmitted includes information regarding the current cluster.

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